

Scorecard - Communications

Information

Name: Communications

Description: n/a

Domain: Communications

Owners: Kim, Inson

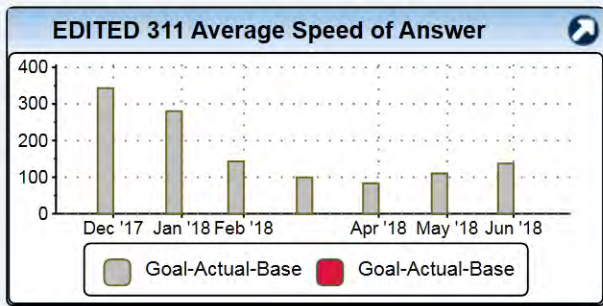
Details

	As Of	Actual	Target	FYTD Actual	FYTD Target			
1.0 Customer								
Increase Access to and quality of Government Information and Services (COM)								
Initiative Name	Type	As Of	Status	%	Owners			
Re-architect the County's Content Management System		1/12/2018	In Progress	95%	Suarez, Angelica (COM)			
Enhance 311 Mobile App SRs	Improvement	n/a	n/a		Mullins, R. Adam (COM)			
311 Average Speed of Answer		Jun '18		137seconds	n/a	209seconds	n/a	
311 Email Replies		Jun '18		2,682	2,000	n/a	n/a	
311 Service Center Walk-Ins		'18 FQ3		9,949	6,500	n/a	n/a	
311 Total Call Volume		Jun '18		114,104	127,000		111,696	127,000
Average Abandon Rate		Jun '18		14.88%	18.00%		19.32%	18.00%
Service Requests Created		Jun '18		27,863	n/a	n/a	n/a	
Facebook Page Likes		Jun '18		67,082	61,000		66,130	61,000
Twitter Followers		Jun '18		75,434	49,000		69,830	49,000
County Portal Subscribers		Jan '18		121,637	100,000		121,893	100,000
Number of Visits to beta.miamidade.gov		Jun '18		155,942	n/a		1,034,718	n/a
Number of Visits to miamidade.gov		Jun '18		2,757,846	1,500,000		26,652,373	13,500,000
2.0 Financial								
Meet Budget Targets (Communications)								
Expen: Total (Communications)		'18 FQ3		\$4,457K	\$4,721K		\$13,318K	\$14,159K
Revenue: Total (Communications)		'18 FQ3		\$43K	\$4,721K		\$9,238K	\$14,159K
Percent of Invoices Paid within 45 calendar days		Jun '18		90%	85%		n/a	n/a
Positions: Full-Time Filled (Communications)		'18 FQ3		153	160		n/a	n/a
				(150 - 160)				
3.0 Internal								
Enable transparency of service delivery								
Initiative Name	Type	As Of	Status	%	Owners			
Automated Closed Loop Program	Improvement	2/12/2018	Not Started	50%	Mullins, R. Adam (COM)			
Advertisement Value Added per Quarter		'18 FQ3		236,375	60,000	n/a	n/a	
Total Tasks Requested per Quarter		'18 FQ3		2,861	1,500	n/a	n/a	
4.0 Learning and Growth								
Professional Development through Training								
% Employees Using Active Training Licenses		'17 FQ4		32%	100%	n/a	n/a	

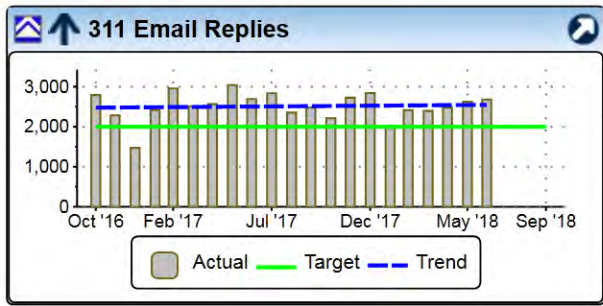
Scorecard	Description	Owners
Communications		Kim, Inson
1.0 Customer		

Objective	Description	Owners
Increase Access to and quality of Government Information and Services (COM)	Increase Access to Government Information and Services while continuously improving the quality of information delivery by making it timely, accurate, consistent, and increasingly simple to access.	Kim, Inson

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
311 Average Speed of Answer	Jun '18	137seconds	n/a	n/a	Mullins, R. Adam (COM); Lopez, Kenia (COM)

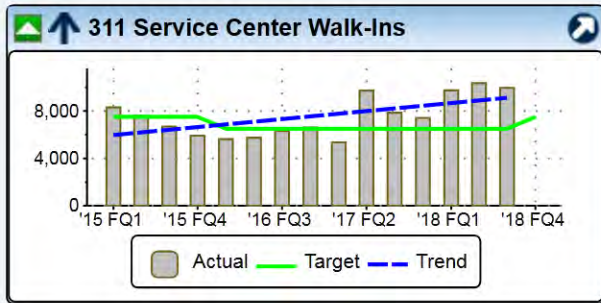


311 Email Replies	Jun '18	2,682	2,000	682	Silva, Liz (COM); Mullins, R. Adam (COM); Lopez, Kenia (COM)
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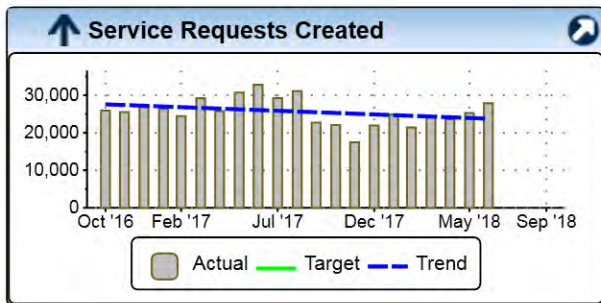


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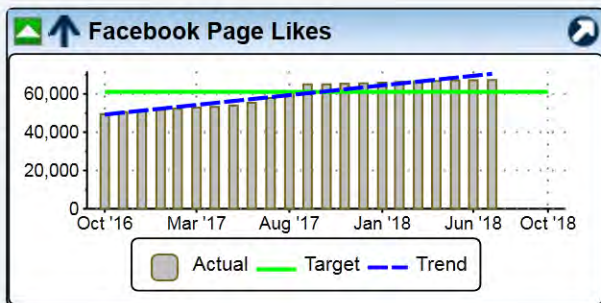
311 Service Center Walk-Ins		'18 FQ3	9,949	6,500	3,449	Lopez, Kenia (COM); Suarez, Angelica (COM)
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311 Total Call Volume		Jun '18	114,104	127,000	-12,896	Lopez, Kenia (COM); Mullins, R. Adam (COM)
Average Abandon Rate		Jun '18	14.88%	18.00%	3.12%	Silva, Liz (COM); Lopez, Kenia (COM)
Service Requests Created		Jun '18	27,863	n/a	n/a	Lopez, Kenia (COM); Silva, Liz (COM); Mullins, R. Adam (COM)

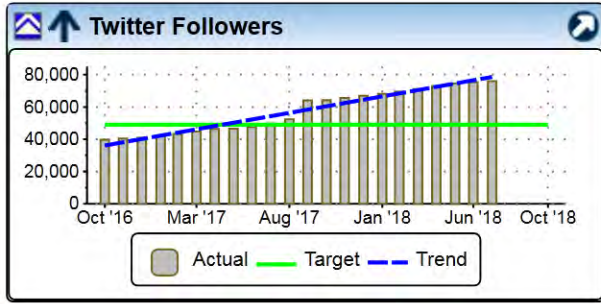


Facebook Page Likes		Jul '18	67,257	61,000	6,257	Mullins, R. Adam (COM); Lopez, Kenia (COM)
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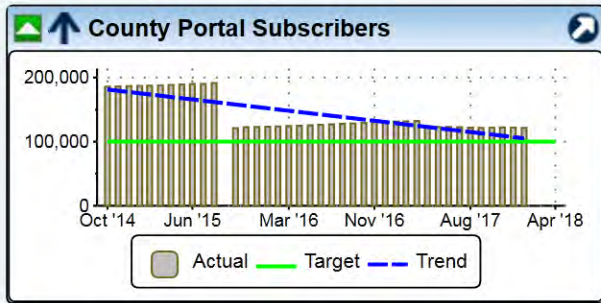


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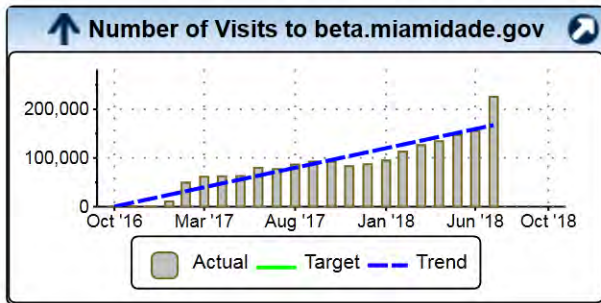
Twitter Followers		Jul '18	76,069	49,000	27,069	Lopez, Kenia (COM); Mullins, R. Adam (COM)
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County Portal Subscribers		Jan '18	121,637	100,000	21,637	Lopez, Kenia (COM); Mullins, R. Adam (COM)
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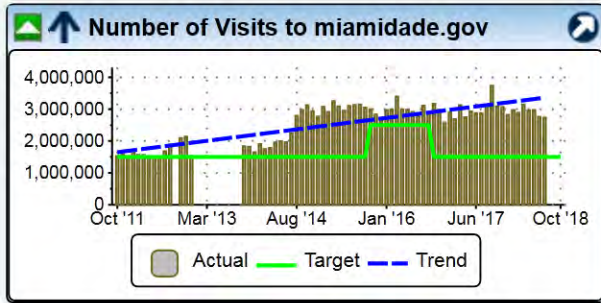


Number of Visits to beta.miamidade.gov		Jul '18	225,417	n/a	n/a	Mullins, R. Adam (COM); Lopez, Kenia (COM)
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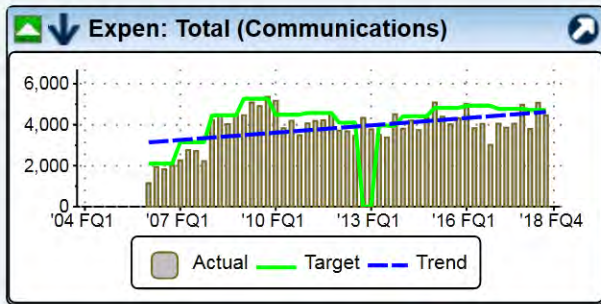
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Number of Visits to miamidade.gov ▲ Jul '18 2,731,944 1,500,000 1,231,944 Lopez, Kenia (COM); Mullins, R. Adam (COM)

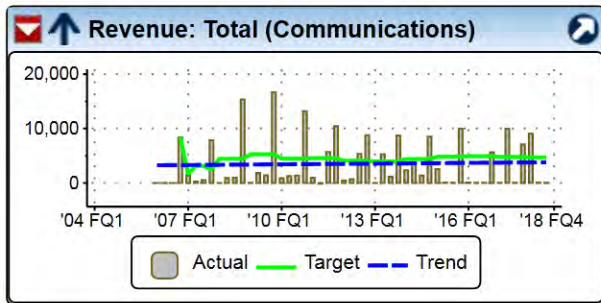


2.0 Financial

Objective	Description	Owners			
Meet Budget Targets (Communications)		Suarez, Angelica (COM); Kim, Inson			
Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Expen: Total (Communications) ▲	'18 FQ3	\$4,457K	\$4,721K	\$264K	Suarez, Angelica (COM); Lopez, Kenia (COM)

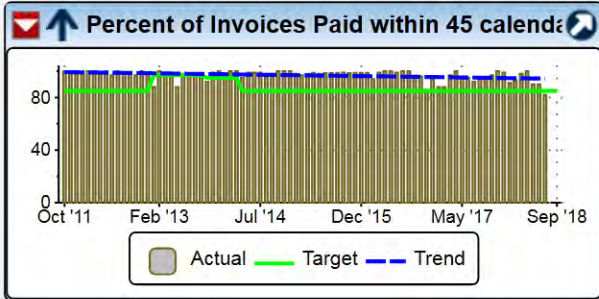


Revenue: Total (Communications) ▼ '18 FQ3 \$43K \$4,721K \$-4,678K Suarez, Angelica (COM); Lopez, Kenia (COM)

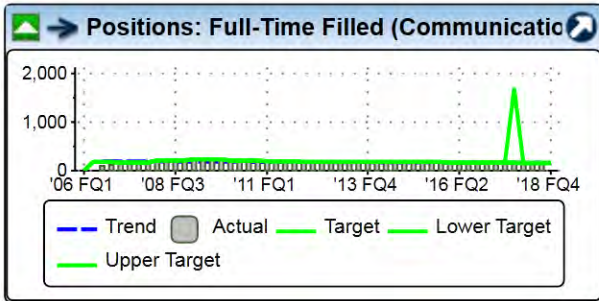


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Percent of Invoices Paid within 45 calendar days ▼ Jul '18 82% 85% -3% Mullins, R. Adam (COM); Lopez, Kenia (COM); Suarez, Angelica (COM)



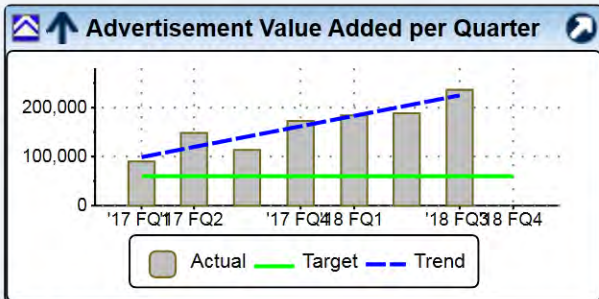
Positions: Full-Time Filled (Communications) ▲ '18 FQ3 153 160 (-150 - 160) -7 Lopez, Kenia (COM); Suarez, Angelica (COM)



3.0 Internal

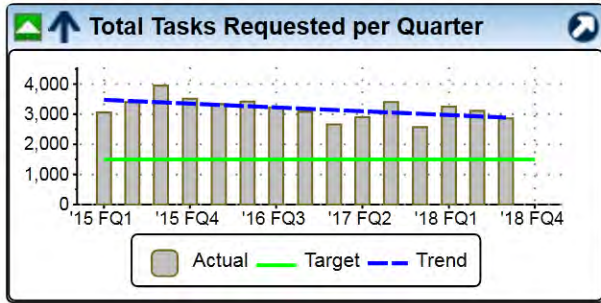
Objective	Description	Owners
Enable transparency of service delivery		Suarez, Angelica (COM)

Measures Linked to Objective	Period	Actual	Target	Variance	Owners
Advertisement Value Added per Quarter ▲	'18 FQ3	236,375	60,000	176,375	Mullins, R. Adam (COM); Lopez, Kenia (COM)



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Total Tasks Requested per Quarter  '18 FQ3 2,861 1,500 1,361 Suarez, Angelica (COM); Lopez, Kenia (COM)



4.0 Learning and Growth

Objective	Description	Owners			
Professional Development through Training		Suarez, Angelica (COM)			
Measures Linked to Objective	Period	Actual	Target	Variance	Owners
% Employees Using Active Training Licenses 	'17 FQ4	32%	100%	-68%	Suarez, Angelica (COM); Lopez, Kenia (COM)

